No-Rim-Cut Tires (10 Per Cent Oversize)

Last Year's Sales

409,000 Tires

Consider that fact, Mr. Tire Buyer. Enough of these tires sold last year alone to completely equip 102,000 cars.

More sold in one year than in the previous 12 years put Think how tire users-by the tens of thousands-are

coming to these patented tires. That, Mr. Tire Buyer, is the result of experience. Men have proved that these tires cut their tire bills in two. Men want oversize tires—want tires that can't rim-cut—

when they cost no extra price. By far the most popular tire today is the Goodyear No-Rim-Cut tire.

Leading Makers Adopt Them

We have contracts this year for Goodyear tires from 127 leading motor car makers. We had 44 in 1910.

We had 64 in 1911. Note how motor car makers-the men who know best-have come to

these premier tires. The demand from users, in the past two years, has increased by 500 per cent.

800,000 Sold

Men wisely waited, when these tires were new, to watch the results of But today, there are tens of thousands of motor car owners who know

what these tires will do. Over 800,000 have been tested out. And the verdict is this: More Goodyear No-Rim-Cut tires

are sold than of any other tire in ex-That answers all questions. Men who now cling to old-type

tires simply don't know the new. The Saving

No-Rim-Cut tires make rim cut-

With old-type tires-the clincher type-statistics show that 23 per cent of all ruined tires are rim-cut. When such tires are punctured, they are often wrecked in one block.

Then No-Rim-Cut tires are made

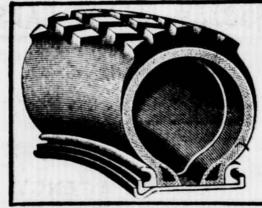
10 per cent oversize. The actual oversize, measured by air capacity, was lately found to average 16.7 per cent over five other leading makes.

Even 10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage. These two features together-No-

Rim-Cut and oversize-have been amply proved to cut tire bills in Yet these patented tires now cost

no more than other standard tires. All that is necessary is to simply insist on them.

Our new Tire Book-based on 13 years of tire making—is filled with facts you should know. Ask us to mail it to you.



GOOD YEAR No-Rim-Cut Tires

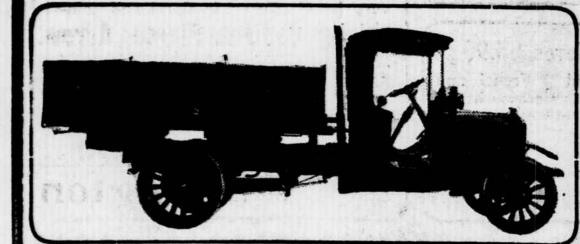
With or Without Double-Thick Non-Skid Treads

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

Washington Branch, 1026 Connecticut Avenue

PIERCE-ARROW

Commercial Cars.



The WORM-GEAR DRIVE of the Pierce-Arrow, developed after five years of constant experimenting, means the greatest economy, freedom from chains and their troubles, efficiency and silence in running.

Chassis Complete, \$4,500. F.O.B. Buffalo

The Gook & Stoddard Co.

Tel. Main 7428

1313 H Street N.W.

The Louisville (Ky.) undertaker who was

New Self-Starting

HUDSON "33"

WE INVITE YOUR CLOSEST INSPECTION.

\$1,600

FULLY EQUIPPED (NO EXTRAS)

PRESENT CONDITIONS AT THE FAC-TORY INDICATE THAT THE DEMAND FOR THIS POPULAR CAR WILL BE 3,000 IN EX-CESS OF THE TOTAL AVAILABLE SUPPLY,

We Can Book Your Order Now and Guarantee Prompt Delivery.

Storm Motor Car Company. 1012 14th Street N.W., Adjoining Cochrun

Phone 7006 Main.

Announcement was made yesterday by the Storm Motor Car Company that from present indications the demand for Hudson "33" cars for this year will be about 3,000 orders in excess of factory production. This breaks all records for the previous cars designed by Howard E. Coffin. All of the cars are equipped with self-starters.

The Louisville (Ky.) undertaker who was expelled from the association for using a motor wagon for the transportation of corpses in place of the undertaker's horse-drawn vehicle has filed suit against the Funeral Directors' Association of that city for expelling him. His ideas were evidently too modern for his competitions.

MOTORING

(Continued from Fourteenth Page.) ability of purchasing additional apparatus to be placed in service in the suburban towns within the corporation limits. Catonsville, Md., a popular suburb of Baltimore, recently bade farewell to the horse-drawn fire engine, which was trans-ferred to the engine house at Towson, Md. In its place a new seventy-horse-power automobile fire engine has been installed. The engine is capable of making sixty miles an hour, and has a pumping capacity of 560 gallons of water a minute. This is the second automobile engine in

Indianapolis, Ind., recently invested approximately \$25,000 in motor fire apparatus. This amount will probably be doubled within the next year for motor vice. This allowed the rig to be whisked equipment. The chief of the fire departaround city streets on the same principle ment of that city, in speaking of the value of the automobile fire engine, has were mounted on the peculiar body.

"The auto as a fire engine is so much superior to the old-fashioned wagon and horses that there is but one side to the question. In every instance, in every detail, the gasoline-driven wagons have proved themselves as more economical, safer and more efficient than the other. In the first place the auto is faster. Speed is the measure by which the efficiency of and W. G. Hill, a four-passenger tourthe are department is judged. The auto ing car, deliveries being made during the engines go from twenty to thirty miles an past week. teams cannot make this speed. We figure that the auto covers four times as much on a call as the horse-drawn

notch speed. To drive a three-horse team of fire horses it takes knack, nerve and experience. Even with these qualifications' it is a difficult task. The horses rear, shy and are apt to stumble. An auto kept in running condition, overhauled every day, will never break down on a run. It is safer to handle, safer to the public, not so noisy and by its superior speed it increases the efficiency of the department 50 per cent. to snow the extent of the automobile

mobile exhibit.

are engine building business, at the re-

cent exhibition of fire apparatus at Mil-

waukee there was hardly an exhibit of

apparatus pulled by horses. The interest

of the large delegation of fire chiefs at

the convention was centered in the auto-

was presented last Sunday evening at the

with all of the comforts possible

still there was apparent suffering

still another argument in favor

of the rapid pace with which the

reat headway. The horse has performed

der to maintain the efficiency of the fire

pparatus in the various municipalities in

he future the horse is fast being rele-

Fred C. Parsons of New York and H.

of the Marshall Parsons Company, and

National Capital. Mr. Parsons for sev-

eral years past has been engaged in sell-

perienced in the motor car industry.

high-grade foreign and Amer can

The "S. G. V." cars are built in five-

our-passenger close-coupled cars, landau-

six-passenger limousines. The moto s are

east en bloc and rated at 22.5 horsepower.

The cars are equipped with four speeds

A 1912 Pullman 4-"40," five-passenger

been equipped with Disco self-starters. Some of the largest motors are rated as

sary in view of the fact that the motors

According to William R. Emerson of

the firm of Emerson & Orme, it is the desire of the public to be up-to-dateno matter what the cost-that is re-

sponsible for the most of the first year's

practically as good as they ever were,

Mr. Marshall has been identified the taxicab business and is ex-

V. Marshall, a well known motorist

gated to the background and the motor-

but that their owners are not satisfied unless they have the latest model, and are willing to pay the price to keep up with the annually shifting automobile

The long period of cold weather in the northern cities has brought out a large number of motor sleds of a more or less ingenious type. Up to date the palm for originality must be accorded to Frank B. Willis of Indianapolis, whose sled is not only the most ample in size but also the most sensational in deeds and appearance. Mr. Willis started out by equipping his Flanders "20" with runners in front, instead of wheels. He had a

lot of fun with this rig, and cast about to make his vehicle more con He secured an extra Flanders body o the Suburban type, front axle attached, and jointed it to his own car, back to

A 1912 Thomas 6-"40" torpedo touring car was delivered Thursday to George Zinn, a prominent resident of Orange, Va.

The latest motorists to receive their 1912 self-starting Cadillac cars are Oliver Ricketson, a five-passenger touring car,

Banks throughout the United States

are carefully studying the movement for better roads, and many of them have vehicle. When the alarm first reaches made inquiry of the American Associathe engine house a number of the most tion for Highway Improvement, which is precious moments in fire fighting are consumed harnessing up horses. The auto engine, kept in fine condition during the leisure hours by the firemen, is ready on the tinkle of the first alarm. Not an insections of the country, and the effect sections of the country, and the effect stant is lost. It is very much easier to of such improvement on values of propcontrol the machine than it is the horses. erty and the volume of business. Many I don't believe there is a fireman working old calculations based upon values in for the city who could not learn to drive various sections have been completely upset by the good roads movement. Lee McClung, treasurer of the United States, who is also treasurer of the American Association for Highway Improvement in an interview explains why the road movement is attracting the close atten tion of financial institutions. "Last year, said Mr. McClung, "the expenditures for road improvement aggregated \$142,000,000 in the several states. A large part of this great outlay was represented by state, county and township bonds. Financial transactions of such magnitude must concern our banking institutions. If the securities are sound and the money realized from them is expended wisely and eco nomically in needed improvements, they constitute excellent investments. It is quite evident that bankers should join The discomfort of the horses which is ministration as will prevent wastefulness ting of the magneto armature and circuit

SLEIGH RIDING AT FORTY MILES AN HOUR.

spect the knowledge and experience of

"Just as an illustration of the effect of

rarely make loans on real estate unless it is located on a 'pike,' so closely has the idea of a good road and good security become associated. A phase of the

brought out some years ago by R. G.

tions, in which they stated that the strin-

gency in the money market was more

largely due to slow collections because

of impassable roads rather than any

C. P. Cary, service engineer of the

Peerless truck department, was a visitor

the guest of James J. Flynn, manager of

W. W. Gibbs and Bert Robertson mo-

tored through the snow and ice last Thursday to Staunton, Va. The route was via Frederick and Hagerstown, thence down the valley to their destina-

C. Royce Hough, representative of the

Commer truck, spent several days in the

C. N. Buckland, sales agent for the

Pruden system garage, left Friday on

days. After superintending the construc-

Fort Monroe, Va., he will leave for At-

25 per cent more service than any other

make manufactured at the present time.

The ingredients of this new tire are

still a secret, but it is known that rubber

is the base, and that scrap leather ground

to a fine powder and mixed with the

rubber and other unknown materials un-

reference to skidding, and on this point

form of commercial unsoundness."

the Zeil Motor Car Company.

National Capital last week

passenger touring car type, runabouts, a southern trip, to be gone about ten

broughams, six-passenger landaulets and | tion of several searchlight buildings at

Some of the largest motors are rated as der an extremely high pressure are used high as 126 horsepower, which is necesin its manufacture. The claim is made

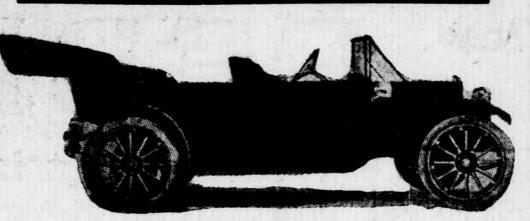
re used for pumping water after arriv- type of tire of today, and that in one re-

depreciation in electrics. He says that Tests have been conducted for the past

the majority of the electrics which are two years, and the only point at which the turned in after the first year's use are makers do not claim superiority is with

SELF-STARTING

PULLMAN



4-40—With Self-Cranking—41/2x51/2 MOTOR FOUR-SPEED FORWARD TRANSMISSION

122-inch wheel base; Bosch magneto; complete electric lighting system, including MOTOR GENERATOR and STORAGE BATTERY: DEMOUNTABLE RIMS; 36 in.x4 in. tires; top complete; top boot, windshield, speedometer, horn, set of tools, tool box, robe and coat rail, foot rail, pump, jack and repair kit......\$2,150

6-60—With 6-Cyl. 41/2x51/2 Motor, \$2,750 Complete. PULLMAN AGENCY, 1222 H St. N.W. Telephone Main 6815.

they claim there is absolutely no difference between it and the usual type of It is rumored that the manufacturers of the Mitchell car have secured the exclusive American rights, and that a factory for its manufacture will be erected at Racine, Wis., in the near future.

There are only a few technical facts which it is really important for the motorist to know in connection with the acin the movement not merely for better quiring of a new machine. Among them roads, but also for such efficient road ad- are the timing of the valves and the set-

The eyes of the motoring world wil

once more be focused on the state of

New Jersey following the introduction

states as advocated by motorists gen-

erally. The bill was introduced by As-

semblyman Stickel, and provides that

other state or territory and conspicuously

be operated in New Jersey for a period

not exceeding fifteen days in each calendar year, or for two or more periods the total of which shall not ex-

ceed fifteen days, without taking out a license in New Jersey. A similar provi-sion is made concerning the drivers of such cars, the bill requiring that reci-

truck to the J. Maury Dove Coal Com-

Ed B. Terry, a Washington motor-

ist, is enjoying the balmy climate of

Georgia, where he went several days

ago on a pleasure trip.

is made concerning the drivers of



Put Up this Pruden Fireproof Garage Anywhere

Put it back of your home-it's an ornament rasily erected or taken down. Put it down town within he "fire limits." It is absolutely fire-proof. As subtantial as masonry, at one-third the cost. Let us tell TAL SHELTER COMPANY, Makers, St. Paul, Min. Exhibition building and salesroom

North Capitol street and Massachusetts avenue, n.w., Washington, D. C. See me here about a "Pruden System"

C. N. BUCKLAND, Sales Agent.

Cambridge, Md.; Portsmouth, Va.; Petersburg, Va., and Wheeling, W. Va.

C. R. Erkman, eastern sales manage for the Detroit electric lines, and H. Davidson, of the Edison Storage Battery Capital for a few days last week. While here they were the guests of Emerson &

W. K. Hadley, sales manager for the Marion motor cars, made a brief visit to the Marion Motor Car Company Friday He was en route to Norfolk, Va., to ar range for an exhibit at the auto show to be given there March 1.

wariable during the progress of a fire, and loss of road revenues. We need a breaker. Not only should all intermesh An Oakland "40" Sociability roadster was delivered yesterday to Dr. J. B. make to J. R. Bowling. A 1912 six-cylinder Oldsmobile Limited was also degood roads on local securities," contin-ued Mr. McClung, "I have been informed With such knowledge in mind, it is a that in the Shenandoah valley the banks good plan to practice by testing out the livered last week to G. F. Schutt, with

The non-stop Warren car, which is at tempting to break the 10,000-mile non The roads and weather at Oakland, Cal., where the contest is taking place, are re-

A Ford delivery wagon was purchased last week by George T. Keen and a torpedo roadster by Dr. Harry Hurtt. Deiveries were made to D. Tuohey and Dr. E. P. Magruder of Ford torpedo road-sters and a touring car to Dr. J. W. Shaw. displaying its registration number may

procity privileges be extended to residents of such states only as grant the same privileges to residents of New ruary, 1913. committee was authorized, however, to select a suitable date for a show in Feb-

pany. Inc., was announced last week. This company now operates its business to great extent with motor trucks having in service at the present time a Mack, Packard and White truck. About ten days ago an order was placed for five additional Packard trucks of three tons' capacity, while the latest order is for a five-ton truck, making a fleet of nine huge trucks for its delivery deter, and ere long it is expected that several new agencies handling various size trucks for all branches of business will be opened and organized for business. That 1912 will be featured in the motor industry by a tremendous growth in popularity for light delivery vehicles i a fact of which the manufacturers are

An announcement of interest today is Retail merchants in many lines appear that of the H. V. Hazel Company, manu- to have become suddenly converted to refinishers of automobile the belief that the horse is inferior in bodies. Under their new "Seal-coat Proc- many conditions to the light motor car ess" the work of refinishing bodies and are replacing the "hay motors" with having already eliminated one-half the the gasoline-propelled article. Their pref time, the firm now states that it is erence is notably for established makes enabled to e'iminate one-half the cost. that have made good in passenger serv-Another feature of the announcement is ice and public competitions. Especially

that it is equally as resilient as the usual type of tire of today, and that in one respect it is even more so, for the reason that it can be used with lower air pressure in the inner tube without resultant damage to the casing. Tests made on the famous Brooklands track near London, covering several thousand miles, show that a car is quite as fast equipped with these tires as with the regular pneumatic. Tests have been conducted for the past known as the Storm Motor Car Company. guards against delays and repairs to the vehicle. It is generally accepted that two-thirds of motor troubles are caused by improper lubrication. The motor of a commercial truck does heavy duty all its life. It must necessarily have wearing The Pope-Automobile Company of qualities and those wearing qualities can-not exist without the very best lubricanot exist without the very best lubrica-tion. Operators of motor trucks are in-clined to underestimate the attention of motor needs. There is not the same "pride of appearance" feeling that ex-ists among operators of pleasure cars and therefore the entire truck is apt to

suffer from neglect.

This makes it all the more necessary to insure as far as possible against engine trouble. The surest and best insurance is the proper selection of lubricating oil.

Mayors of forty cities are making plans to attend the Chicago automobile show, together with various members of their respective commissions on public safety and public works, presidents of council, their fire and police chiefs, superintend-ents of streets, health commissioners, city engineers and various other city officials. The object of their visit to the show is to

Don't Believe Other Makers When They Tell You You Can't **Get Flanders "4" Motorcycles**

SINCE OUR LAST announcement, in which we warned buyers that unless orders were in soon there would be serious delays in getting Flanders "4's," competitors have been busy distorting the facts and circulating stories to the effect that you cannot get these machines at all.

FIRST THEY TRY every argument they can think of or invent to prove that we can't afford to sell as good a motorcycle for \$175, magneto included, as they have been asking \$200 to \$250 for.

THAT LINE OF TALK falls flat, of course, in most cases. The customer replies that since the name of Walter E. Flanders is back of the product and on the guarantee, the buyer need not worry.

THEN COMES THIS CLINCHER: "Well, let's admit—that the Flanders '4' is a first-class, high-grade machine-just as good as you can get elsewhere for \$50 to \$75 more. We believe Flanders will go broke selling such a machine-magneto included-at the price he does. But that doesn't interest you—if you can get one at that price you don't care about Flanders' end of it.

BUT YOU CAN'T GET a Flanders—they are heavily oversold—if you order now, you may have to wait till next fall-it's remarkable how foolish buyers are over that machine and the Flanders reputation. We know they have thousands more orders than they can fill"-and a lot more to the same effect.

NOW YOU CAN EASILY SEE thru that argument. When all else fails, they try to convince you you can't get a Flanders and hope thereby to induce you to buy their machine at a higher price.

NOW THE REAL FACTS are these: We have a lot of orders ahead -thousands of them. You can't order a Flanders "4" on Monday and get it Tuesday. But you can get it within three weeks at the outside—and if your local dealer is alive and has his advance specifications in, he may be able to give you a Flanders "4" within ten days to two weeks.

to any property. Put it on rented land-it's REMEMBER, WE HAVE the largest factories in the whole world devoted to the manufacture of motorcycles. We make only one model. So you see a thousand orders are no more to us than a hundred to the next largest manufacturer-or ten to some of them.

> O DON'T BELIEVE THEM when they tell you it is impossible to get a Flanders "4"-see our local dealer or write the factory direct, and we will give you exact date and definite guarantee of delivery of your machine.

AT THE SAME TIME let us repeat, and emphasize the fact, that if you want one of these sterling motorcycles for spring use, it isn't safe to wait, for the demand is increasing rapidly and by March or April we may be so heavily oversold we will have to decline your

SEE THE DEALER TODAY—or write the factory direct.

P. M. Carr, 818 9th Street N.W. Washington, D. C.

Flanders Manufacturing Company Pontiac, Mich.

Electric Pleasure Cars Ruined by Solid Tires

To equip an electric pleasure car with solid, hard rubber tires is simply jumping from the frying pan into the fire! Better stick to pneumatic tires with all their trouble and expense, than to put truck tires on your car and thus ruin it. For truck tires will jolt any pleasure car to pieces in short order. Nor can the occupants of a truck-tire-equipped electric find any pleasure in being constantly bumped and skidded.

Fortunately, there's no longer any need of using either pneumatic tires or solid tires. A wonderful invention has made possible a tire as resilient as the properly-inflated pneumatic and even more serviceable than the solid rubber tire. That tire is the

Motz Cushion Tire

brought a sudden end to tire troubles-blowouts and punctures are ended. Tire-repair outfits and extra tires are discarded. Seventy-five per cent of upkeep expense has been wiped out. Women now drive with utter safety any place, for breakdowns can no longer come from defective

The Motz Cushion Tire has

Leading builders of electrics, not-withstanding the fact that they can buy pneumatic and solid tires for less money, now equip their cars with Motz Cushion Tires. Thus, in a year, the demand for these trouble-proof tires has multiplied by five.

While the average electric pneumatic is good for less than 3,000 miles, we guarantee the Motz Cushion Tire for 10,000 miles—two years. The Motz Cushion Tire fits any

standard clincher, universal quick detachable or demountable rim. Easy on, easy off.

Tires have written us their experi-

Many users of Motz Cushion ence with permission to make their

THE MOTZ TIRE & RUBBER CO., Factories and Executive Offices, Akron, Uhi Washington Distributer, IMPERIAL MOTOR CO.,

1112 Connecticut Ave.

We also Manufacture Demountable Solid and Cushion Tires for Commercial Cars (18

inspect the various types of motor fire apparatus, patrol wagons, ambulances, dump trucks suitable for street construction and street cleaning work, and other special types of power wagons suited for the diversified requirements of different departments of city work.

In all, it is now known that fully eighty sities will be represented officially during the second week of the show, February 5 to 10, when only commercial and industrial machines will be on exhibition, following immediately after the week's

letters public. May we send you some of these letters? They point

the way to the solution of tire troubles. Please write us and ask

for booklet 128 . Please mention make

and model of your car.

TRAFFIC SQUAD SAYS Before backing ample warning should be given,

It is unlawful to place or use upon auto vehicles fictitious identification numbers.

Don't drive or propel a vehicle so as to collide with

ercised not to injure those behind. Drivers and operators of vehicles in motion should

not follow each other closer than fifteen feet. a person or other vehicle.

